

## **What is claimed is:**

**[Claim 1]** A bungee cord hook comprising:

a base portion including a first and second end; and

a hook portion extending outward and away from said base portion.

**[Claim 2]** The bungee cord hook of claim 1, wherein said hook portion includes a hook end and an angled portion, wherein said angled portion connects said hook portion with said base portion.

**[Claim 3]** The bungee cord hook of claim 2, wherein said angled portion is angled back toward the base portion of the bungee cord hook.

**[Claim 4]** The bungee cord hook of claim 1, wherein said base portion and said hook portion are comprised of overmolded plastic.

**[Claim 5]** The bungee cord hook of claim 1, further comprising an indicator plate located on said base portion.

**[Claim 6]** The bungee cord hook of claim 5, wherein said indicator plate is recessed within said base portion.

**[Claim 7]** The bungee cord hook of claim 5, wherein said indicator plate is covered by a clear protective window.

**[Claim 8]** The bungee cord hook of claim 1 further comprising a protective bumper.

**[Claim 9]** The bungee cord hook of claim 8, wherein said protective bumper is located along a circumferential surface of said base portion.

**[Claim 10]** The bungee cord hook of claim 9, wherein said protective bumper aligns with said hook portion.

**[Claim 11]** The bungee cord hook of claim 8, wherein said protective bumper includes a set of grooves.

**[Claim 12]** A bungee cord comprising:

(a) a stretchable cord; and

(b) a bungee hook secured to either end of said stretchable cord, wherein each of said bungee hooks comprise:

(i) a base portion including a first and second end; and

(ii) a hook portion extending outward and away from said base portion.

**[Claim 13]** The bungee cord of claim 12, wherein said hook portion includes a hook end and an angled portion, wherein said angled portion connects said hook portion with said portion.

**[Claim 14]** The bungee cord of claim 13, wherein said angled portion is angled back toward the base portion of the bungee cord hook.

**[Claim 15]** The bungee cord of claim 12, wherein said base portion and said hook portion are comprised of overmolded plastic.

**[Claim 16]** The bungee cord of claim 12, further comprising an indicator plate located on said base portion.

**[Claim 17]** The bungee cord of claim 16, wherein said indicator plate is recessed within said base portion.

**[Claim 18]** The bungee cord of claim 16, wherein said indicator plate is covered by a clear protective window.

**[Claim 19]** The bungee cord of claim 12 further comprising a protective bumper located along a circumferential surface of said base portion.

**[Claim 20]** The bungee cord of claim 19, wherein said protective bumper aligns with said hook portion.

**[Claim 21]** The bungee cord of claim 19, wherein said protective bumper includes a set of grooves.

**[Claim 22]** A bungee cord hook comprising:

(a) a base portion including a first and second end and a circumferential surface;

(b) a hook portion extending from said first end of said base portion; and

(c) an indicator plate formed in a recess in said circumferential surface of said base portion.

**[Claim 23]** The bungee cord hook of claim 22 wherein said indicator plate provides information regarding the length of a cord attached to said bungee cord hook.

**[Claim 24]** The bungee cord comprising:

(a) a stretchable cord; and

(b) a bungee hook secured to either end of said stretchable cord, wherein each of said bungee hooks comprise:

(i) a base portion including a first and second end and a circumferential surface;

(ii) a hook portion extending outward and away from said base portion;

(iii) an indicator plate formed in a recess in said circumferential surface of said base portion.